

082205
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U.S. PTO

NEW SHEET

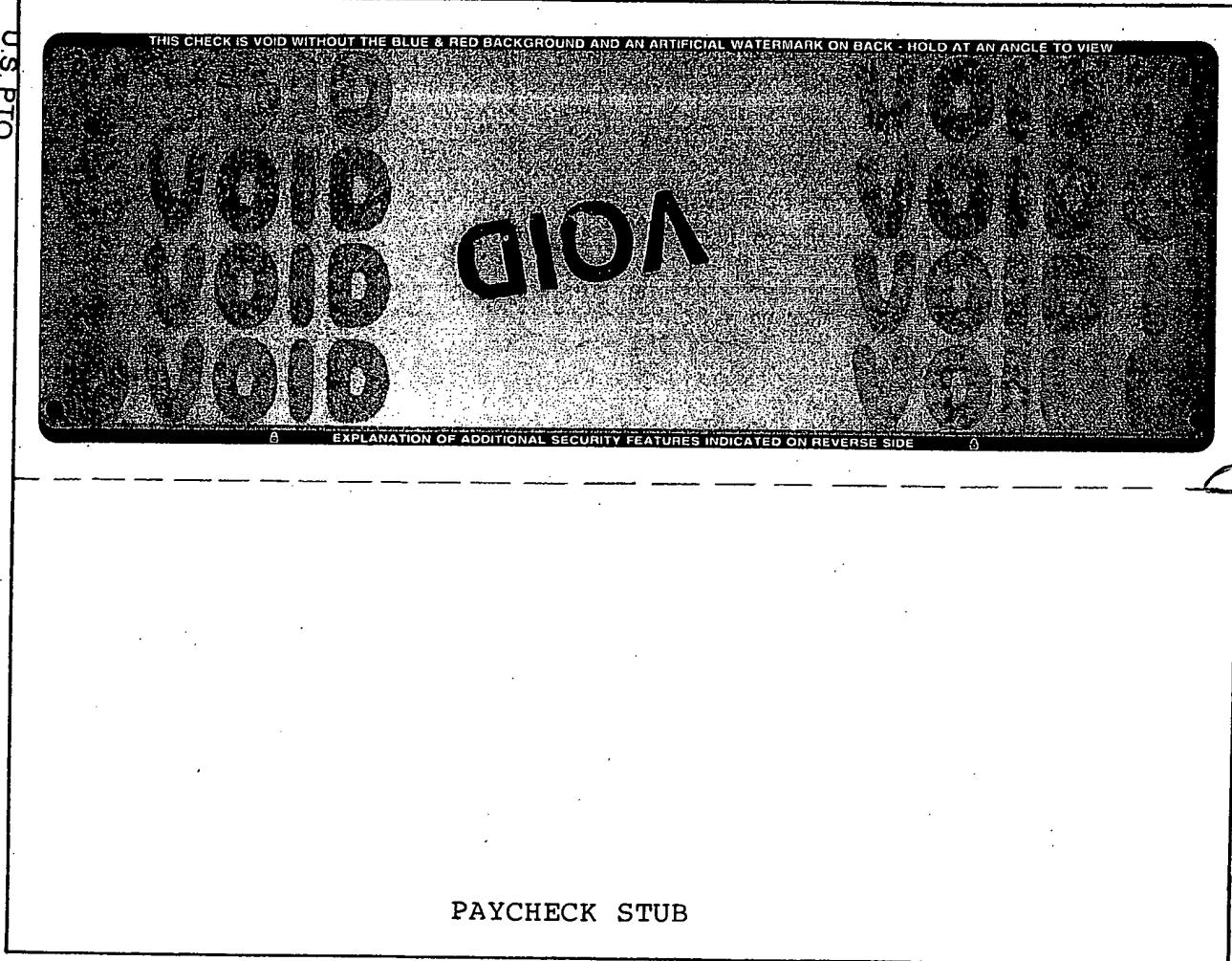


FIG. 1A

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NEW SHEET

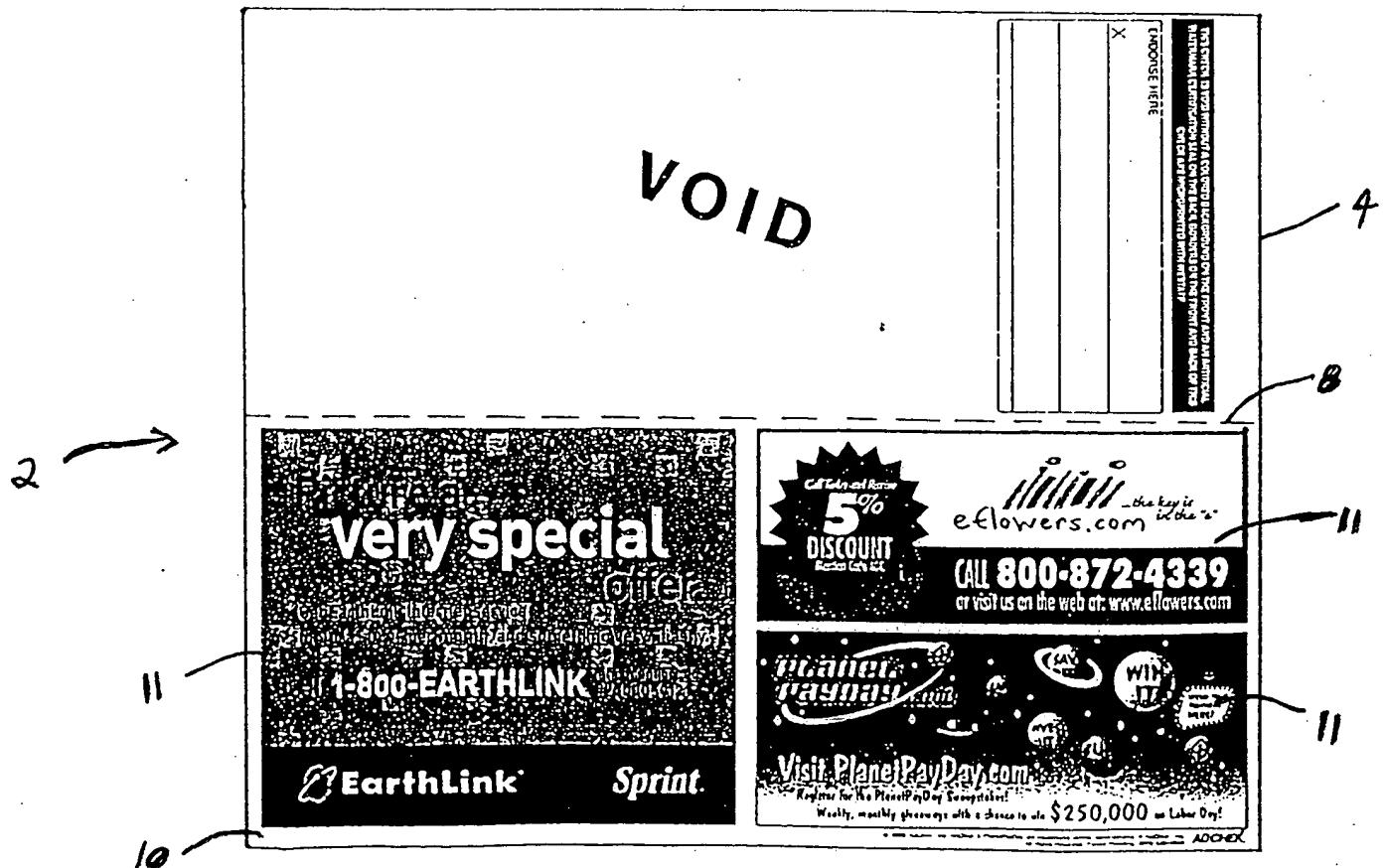


Fig. 1B

REPLACEMENT SHEET

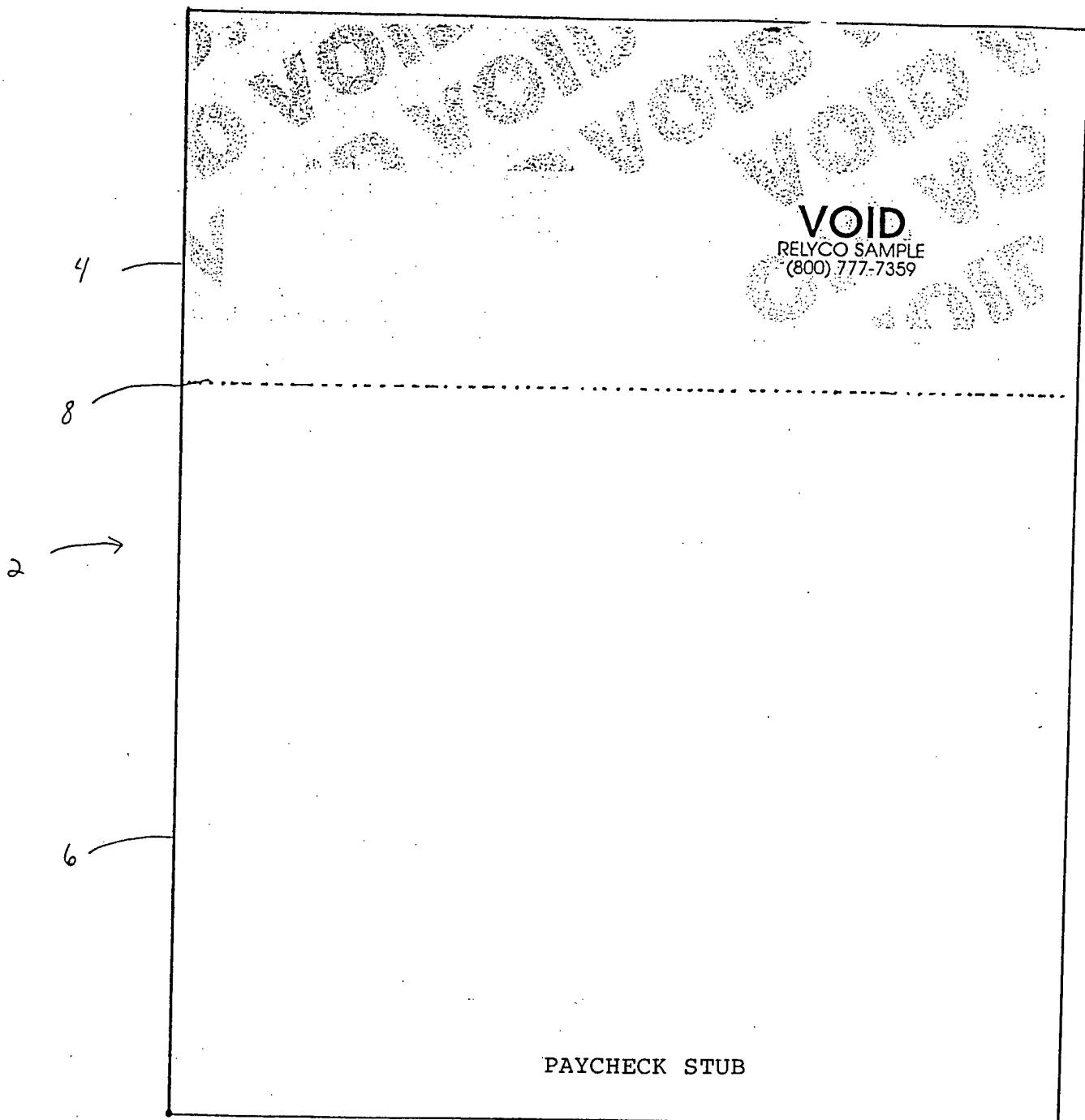


Fig. 2A

REPLACEMENT SHEET

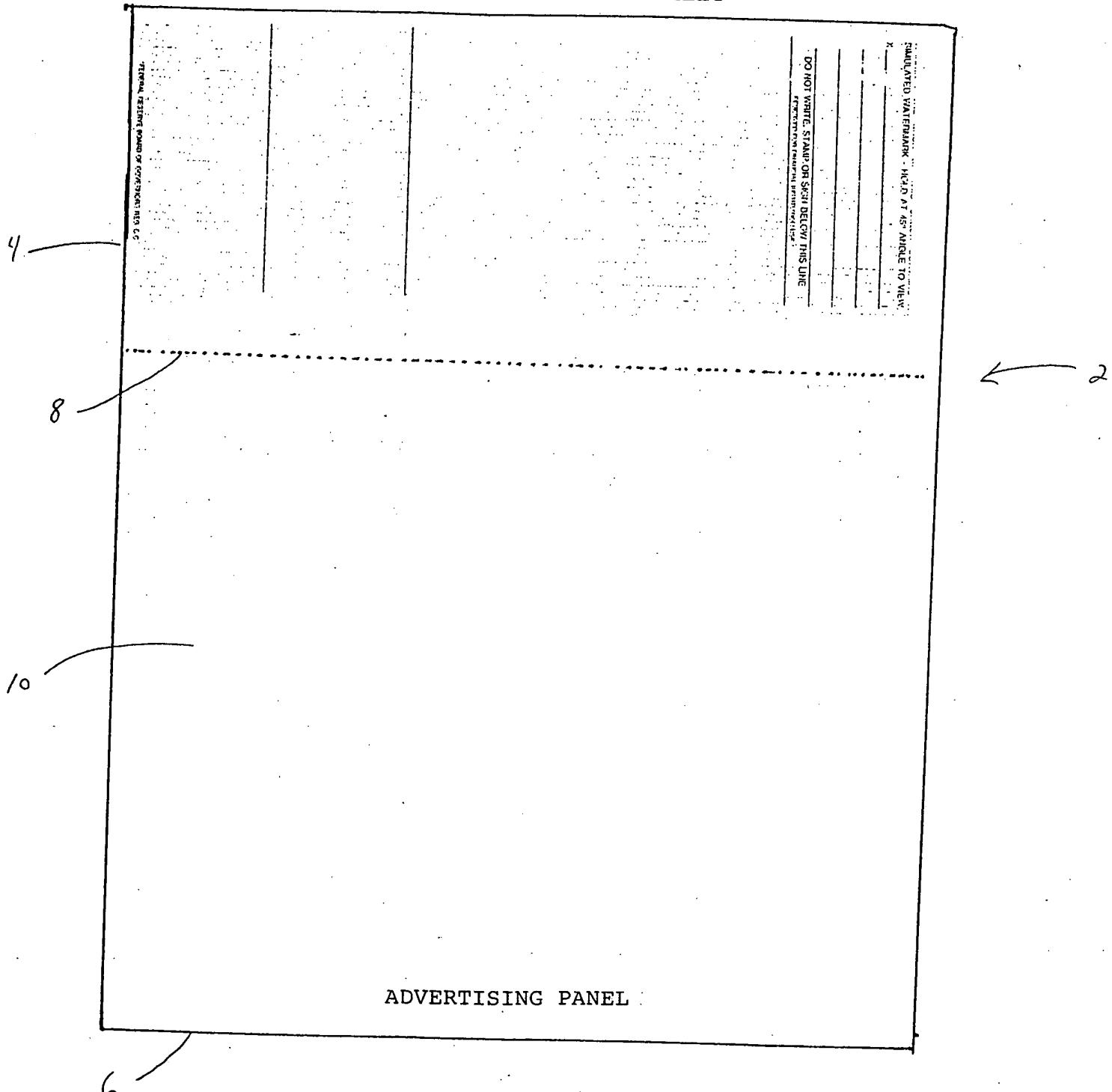


Fig. 2B

REPLACEMENT SHEET

 <p>SUNNYSIDE NURSERIES 123 MAIN STREET ANYTOWN, USA 12345 (312) 555-1211</p> <p>Pay to the Order of _____</p> <p>4</p>		<p>YOUR BANK ANYTOWN, USA 12345 1-234567</p> <p>1209</p>
<p>8</p>		<p>Dollars Security features Check is back.</p>
<p>ITEM #145 SHOWN WITH STANDARD LOGO #0037 SAMPLE - VOID</p> <p>memo _____</p> <p>0001209 1987654320156789 1234</p>		
<p>10</p>		<p>SUNNYSIDE NURSERIES</p> <p>1209</p>
<p>2</p>		
<p>ADVERTISING PANEL</p>		
<p>8</p>		<p>SUNNYSIDE NURSERIES</p> <p>1209</p>
<p>6</p>		
<p>PAYCHECK STUB</p>		
<p>READY TO REORDER? CALL INTUIT FINANCIAL SUPPLIES 1-800-133-8810</p>		

56-26 (7/77)

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Fig. 3A

REPLACEMENT SHEET

FIG. 3B

MR ROMAGUARD

ENDORSE HERE

X

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ADVERTISING PANEL

ADVERTISING PANEL

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FIG. 3C

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ADVERTISING PANEL

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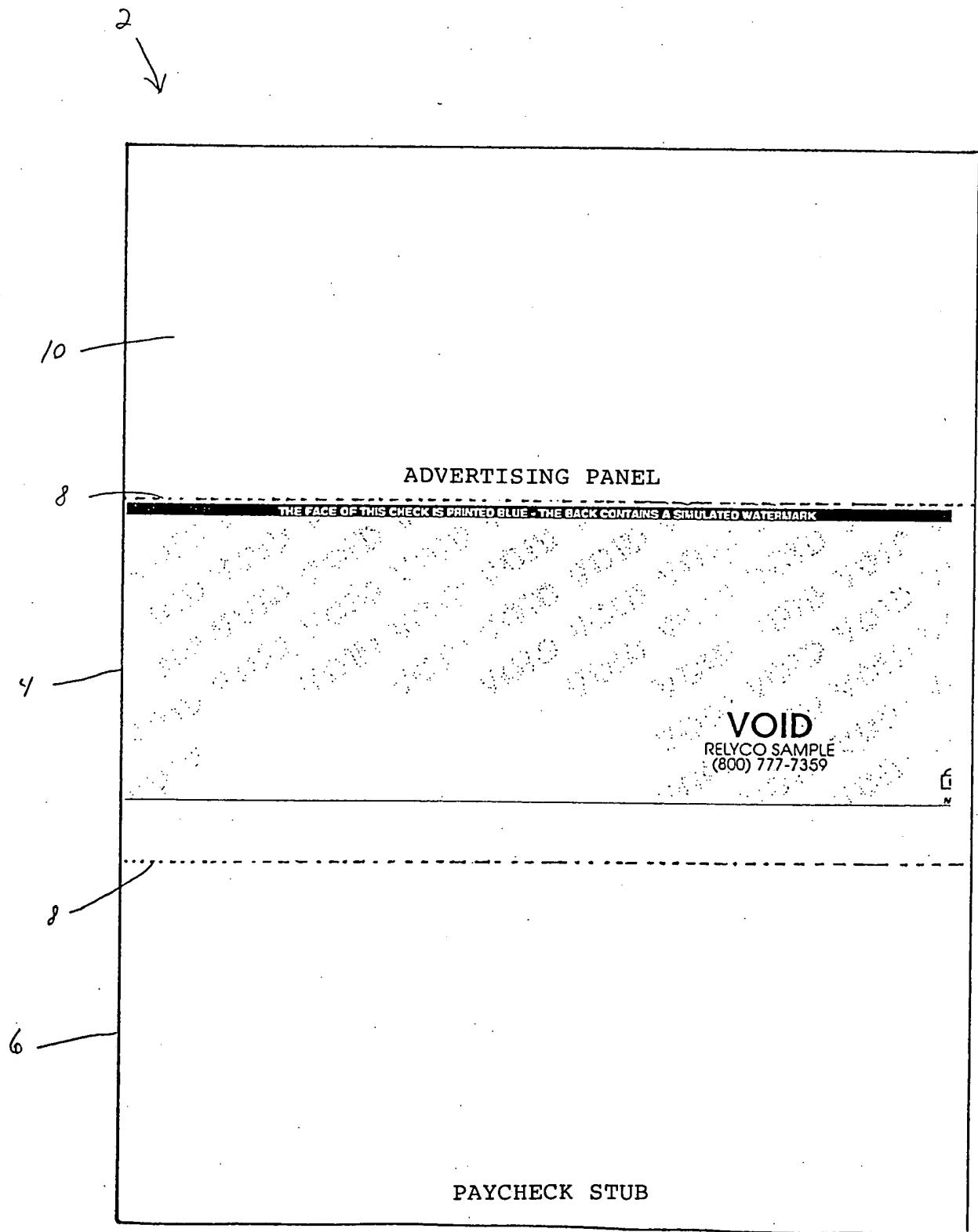


Fig. 9A

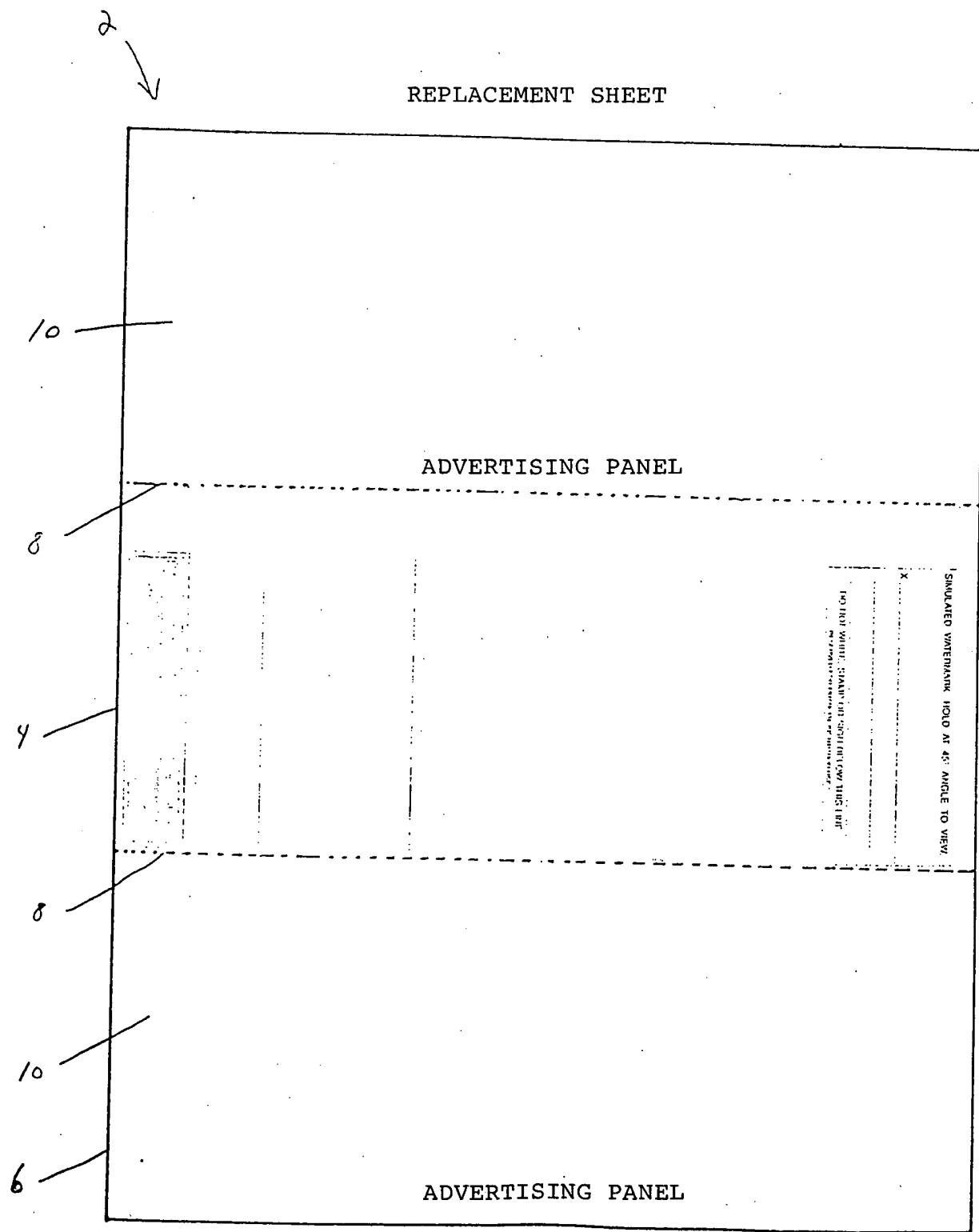


Fig. 48

NEW SHEET

FIG. 4C

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EMPLOYEE DISCOUNT.

EXCLUDES ITEMS

PROHIBITED BY LAW.

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AMT.

PAYCHECK STUB

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No.

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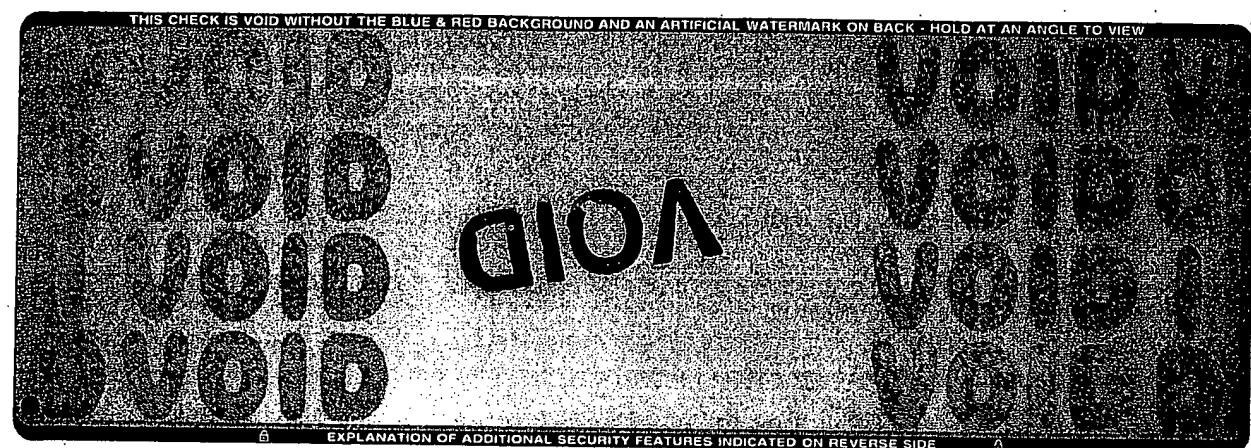
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OUTGOING ADDRESS PANEL

REPLACEMENT SHEET



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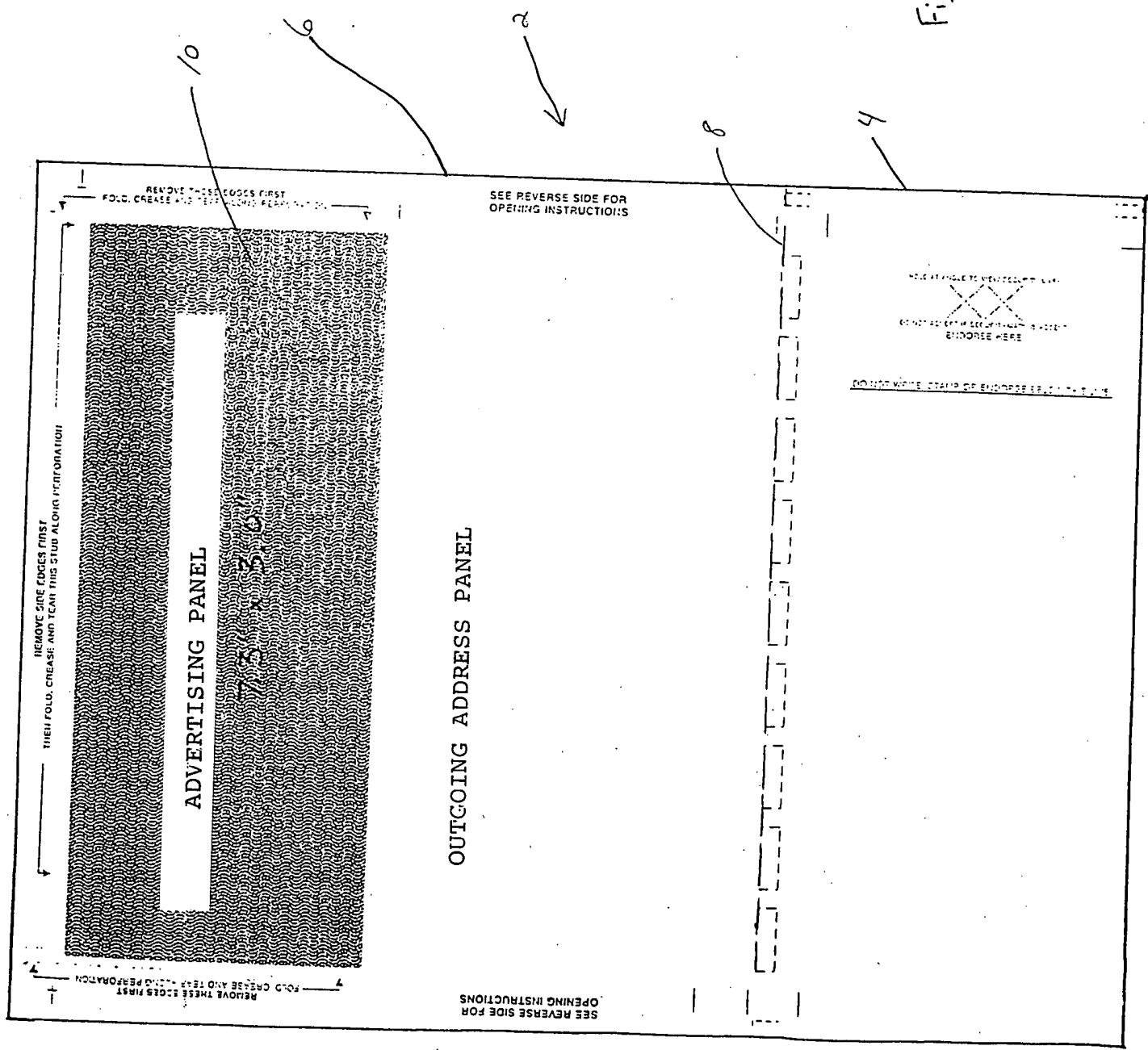
PAYCHECK STUB

ADVERTISING PANEL

FIG. 5A

REPLACEMENT SHEET

Fig. 5B



REPLACEMENT SHEET

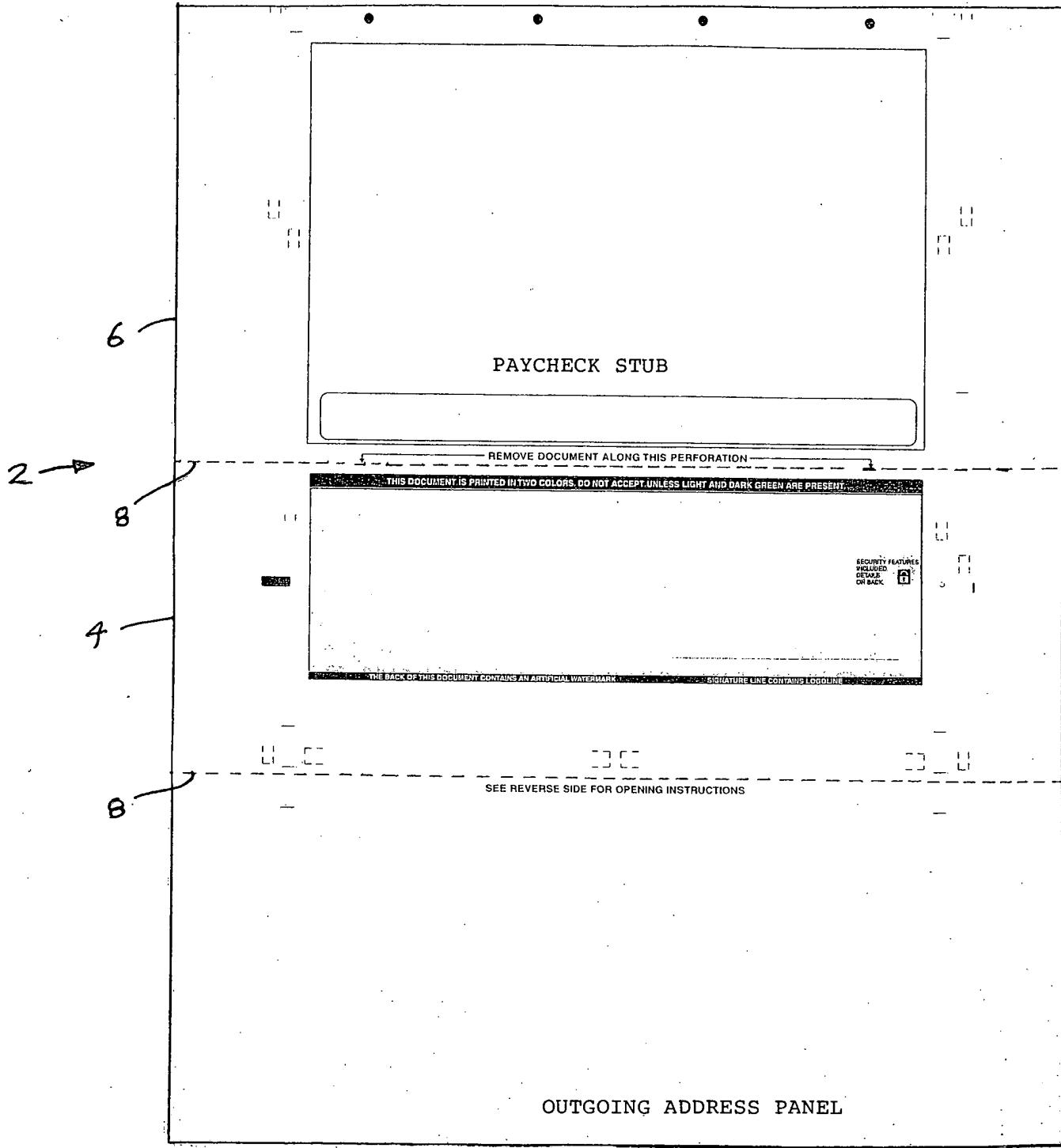
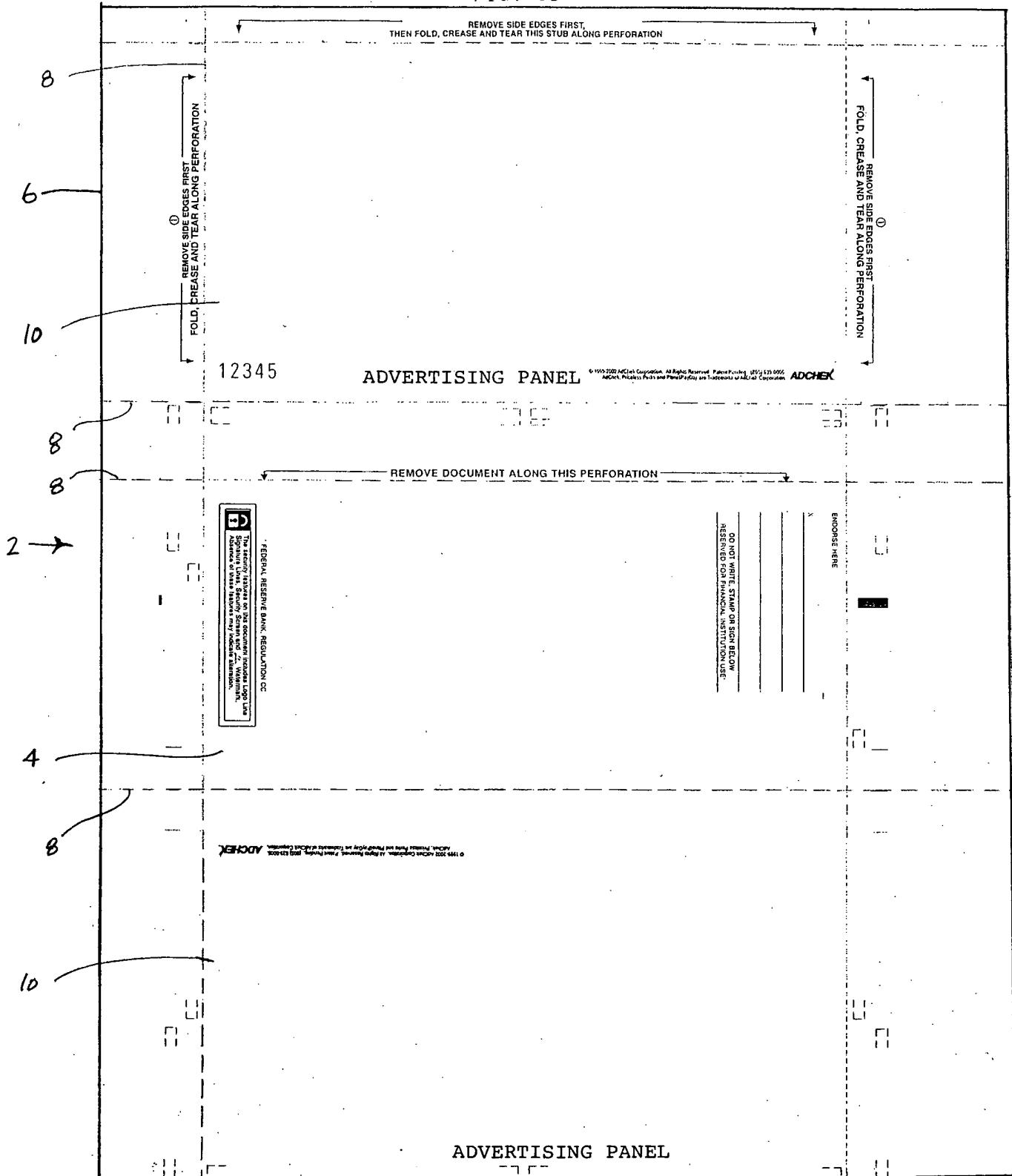


FIG. 6A

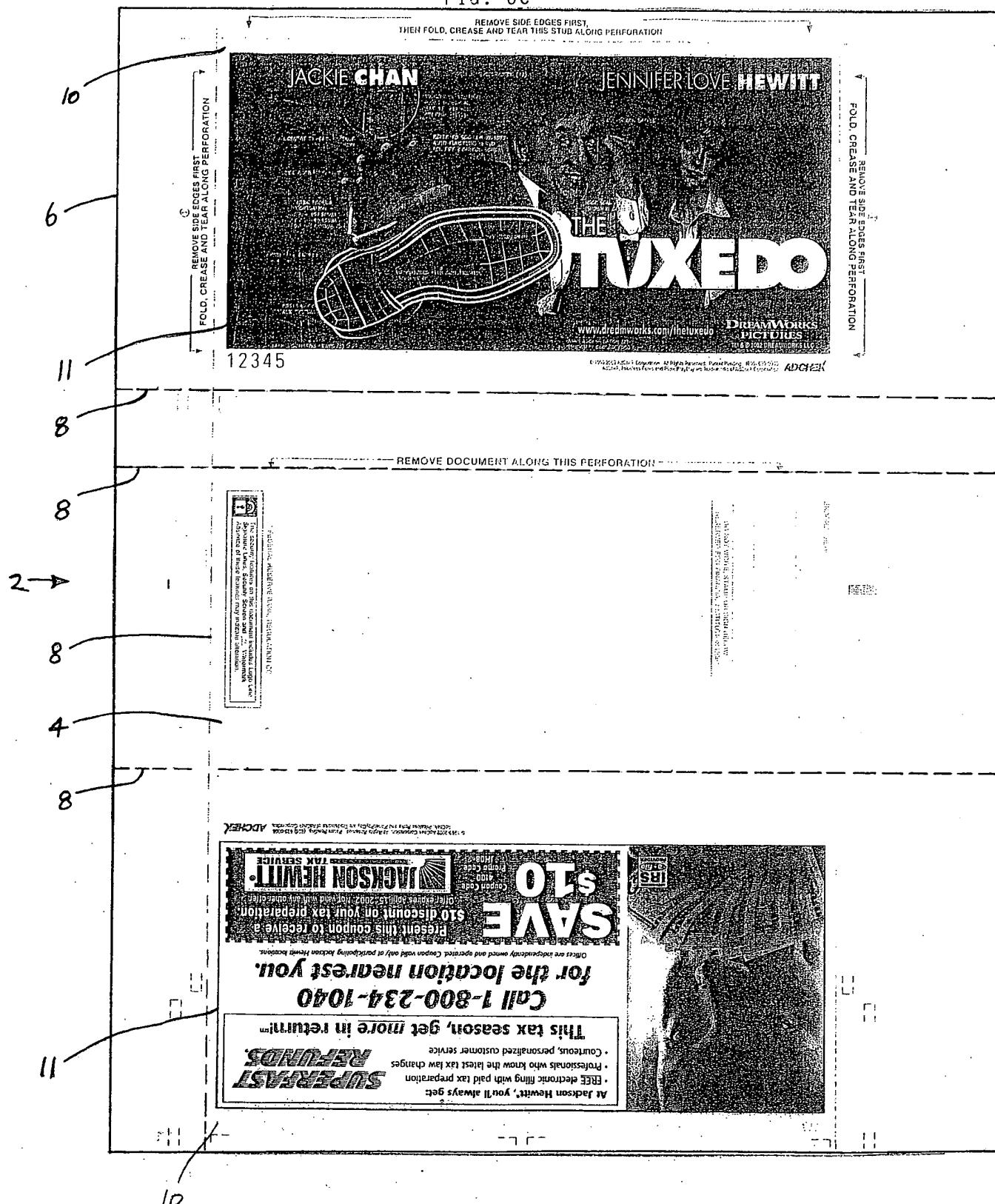
REPLACEMENT SHEET

FIG. 6B



NEW SHEET

FIG. 6C



ORIGINAL

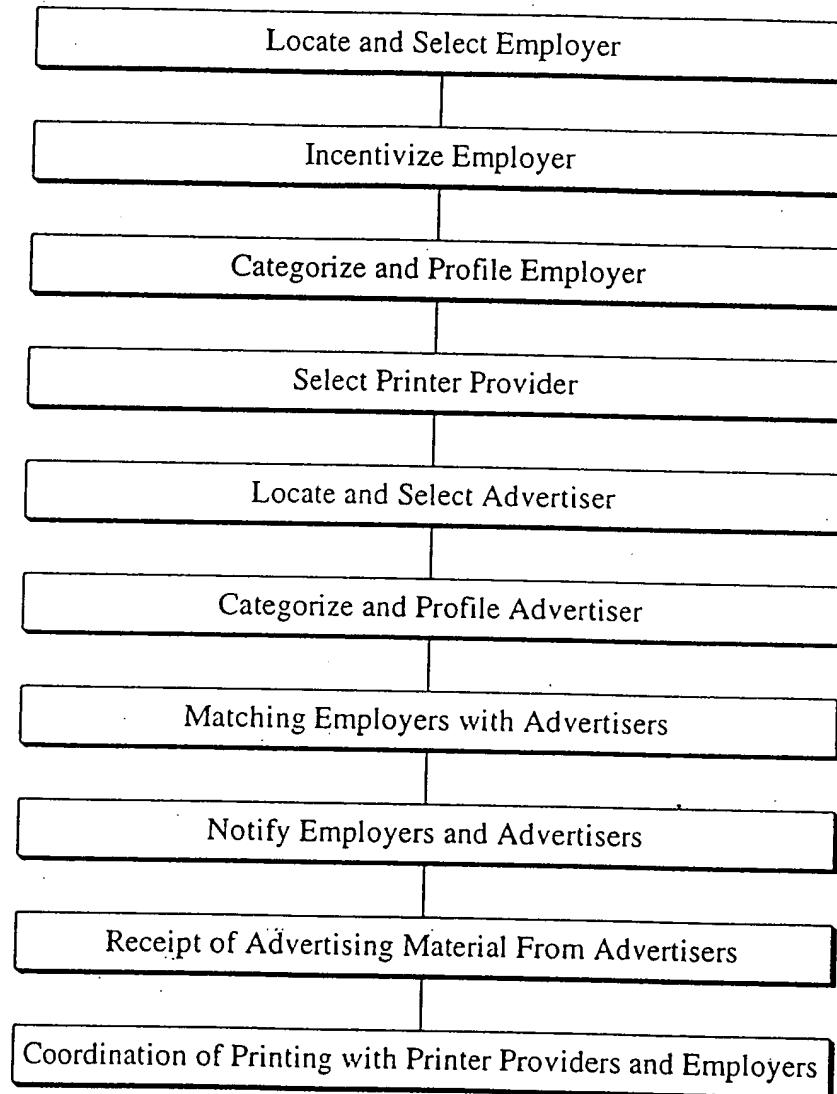


Fig. 7

ORIGINAL

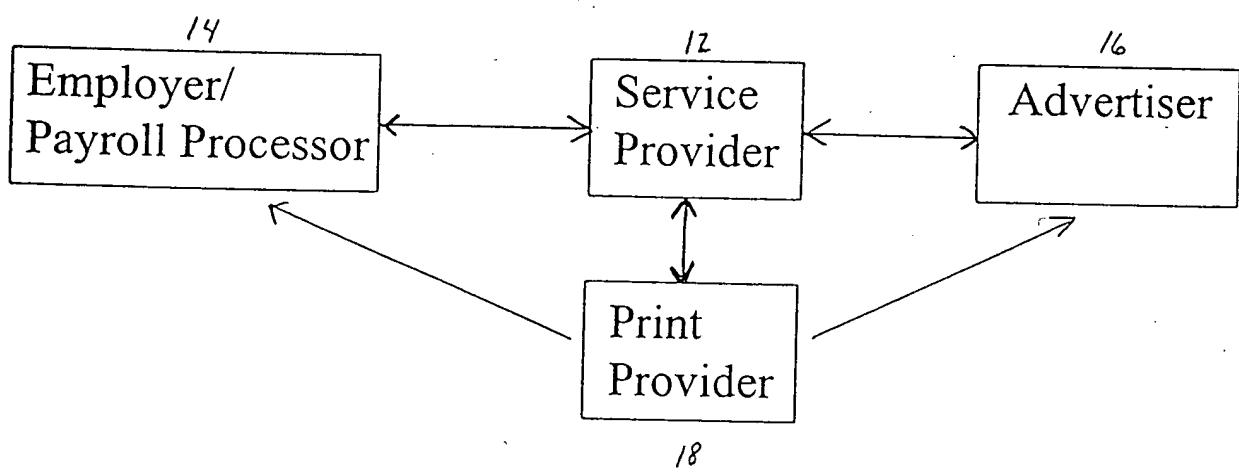


Fig. 8

ORIGINAL

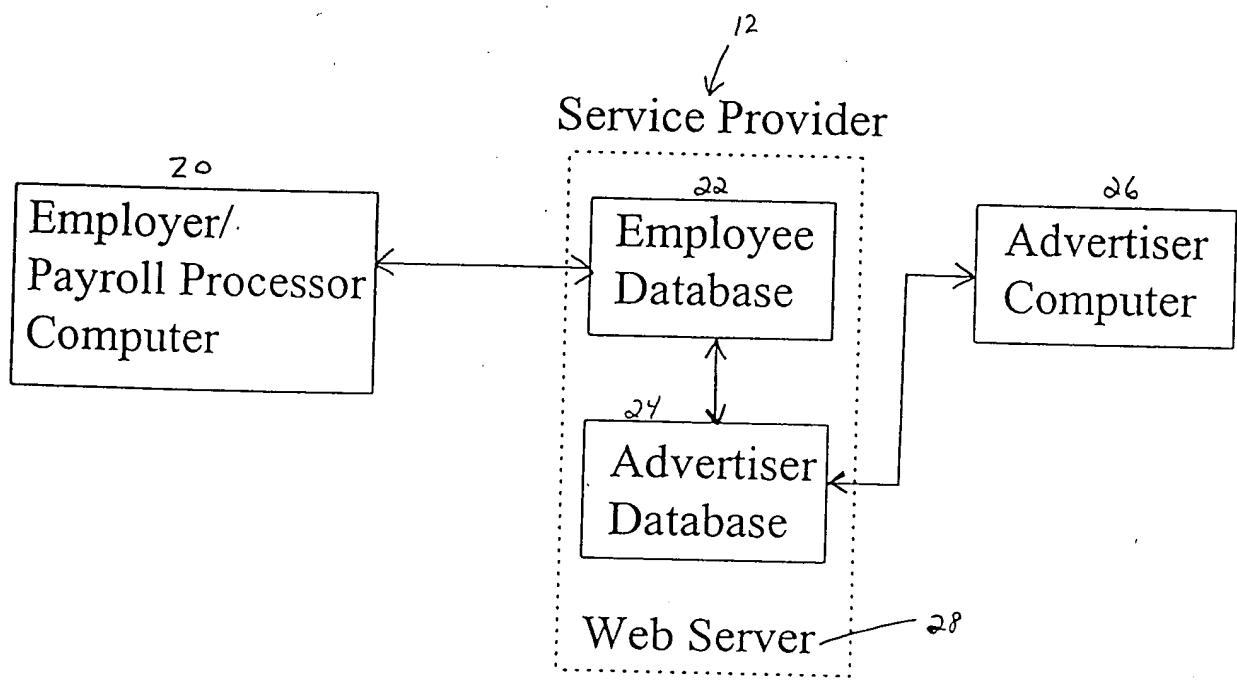


Fig. 9

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FIG. 10A

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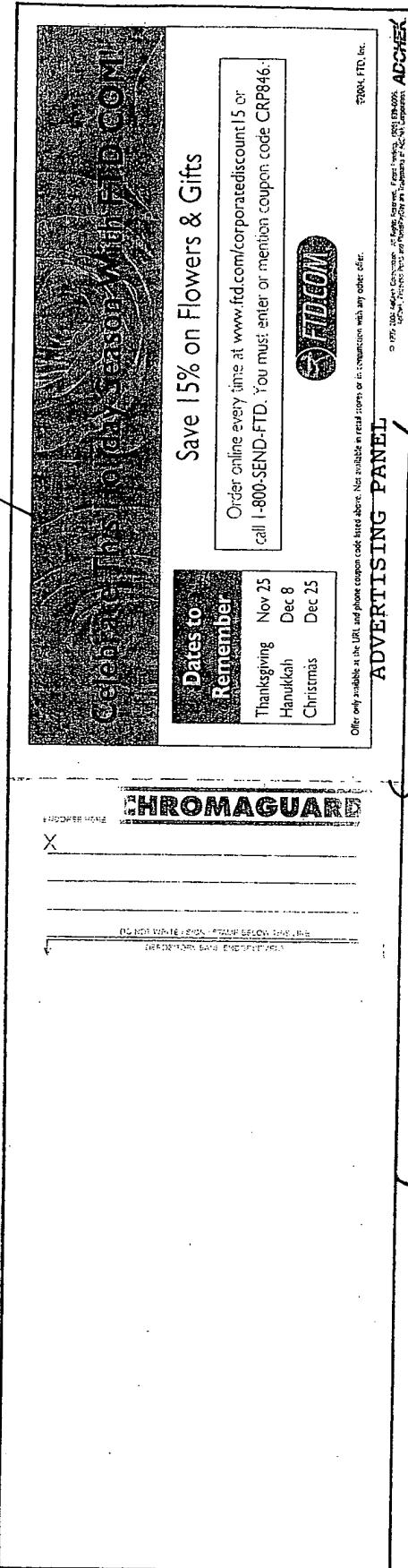


FIG. 10B

DRAWINGS FILED WITH ORIGINAL APPLICATION

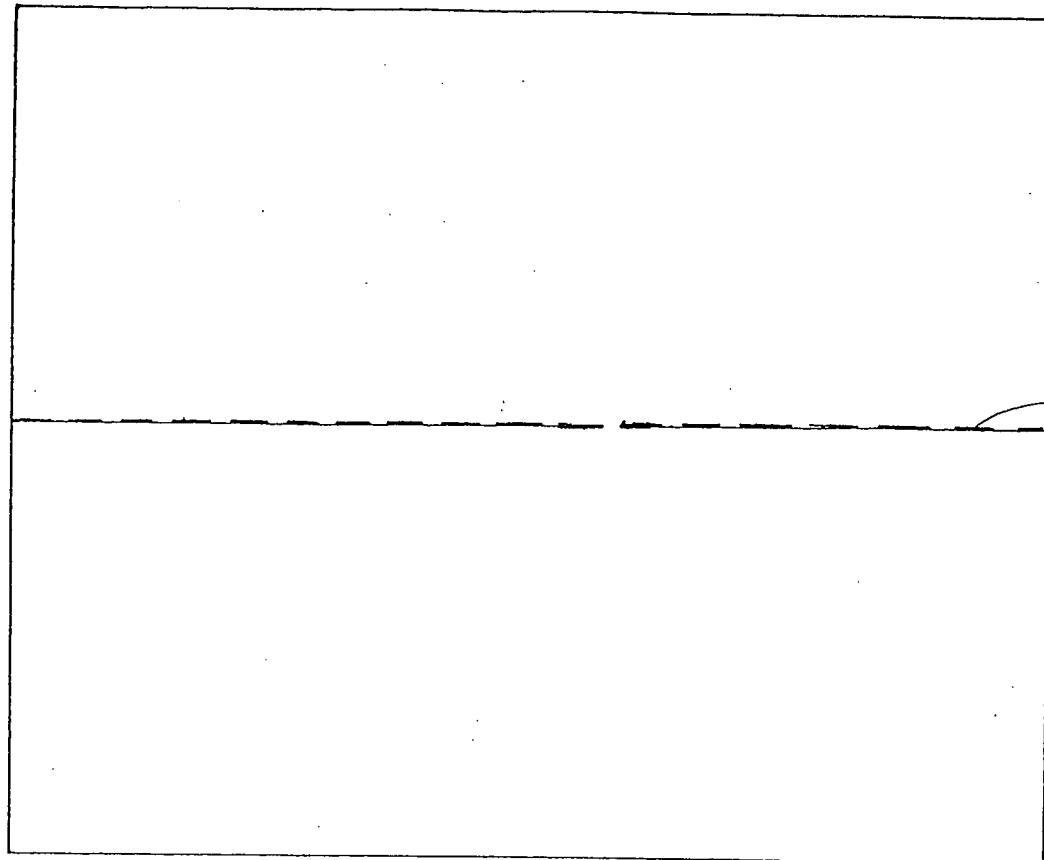


Fig. 1A



Fig. 1B

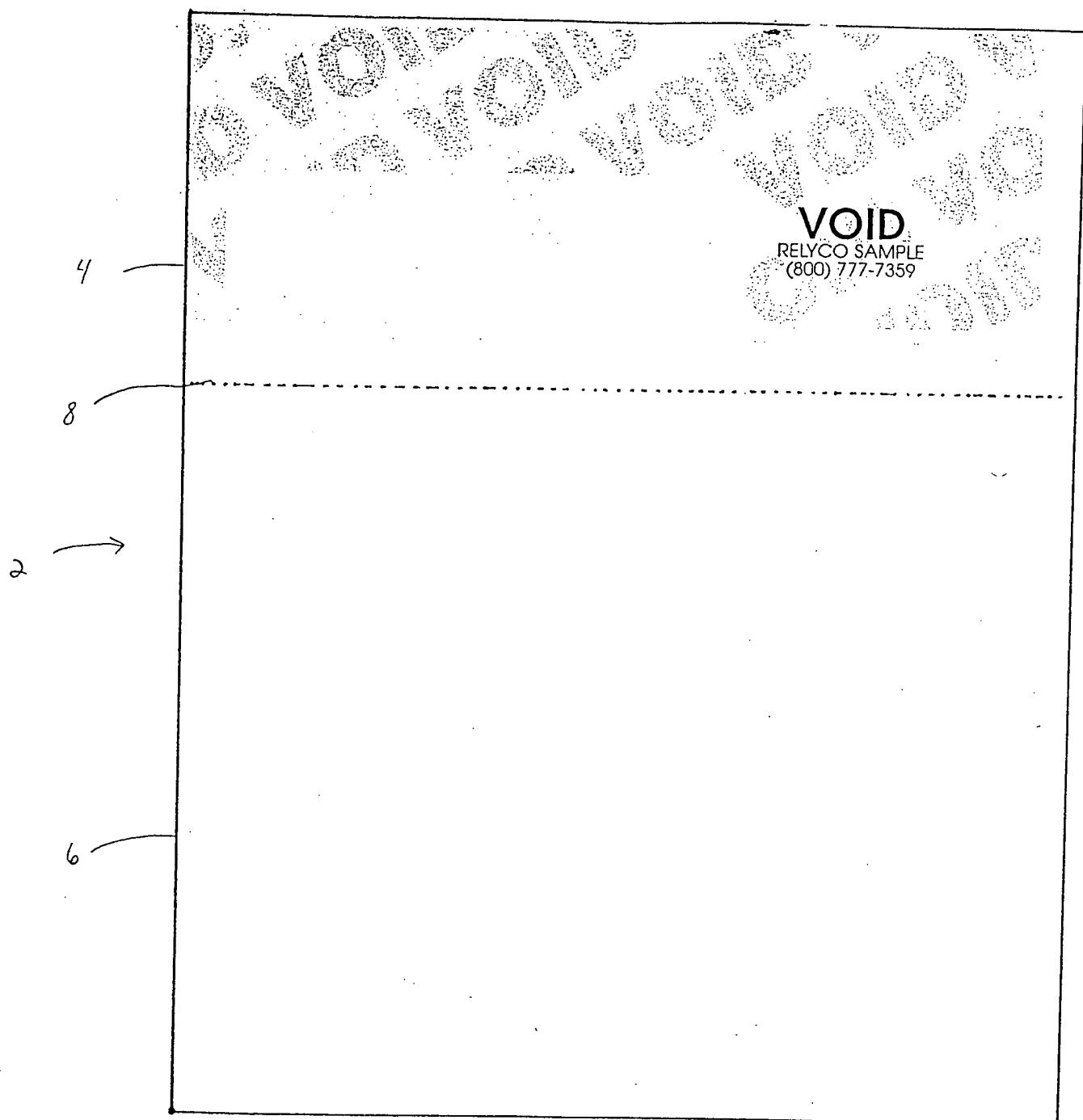


Fig. 2A

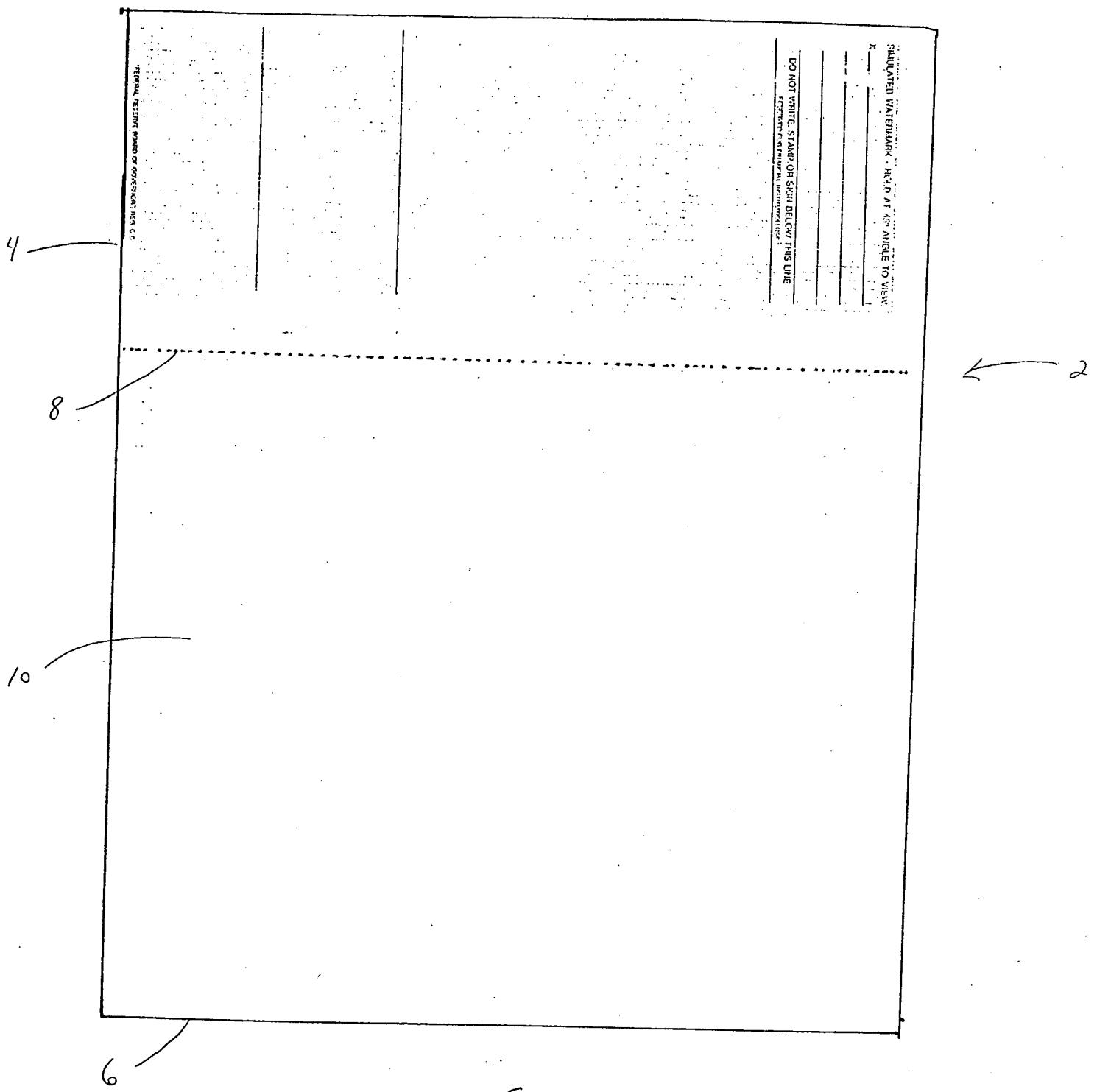


Fig. 2B

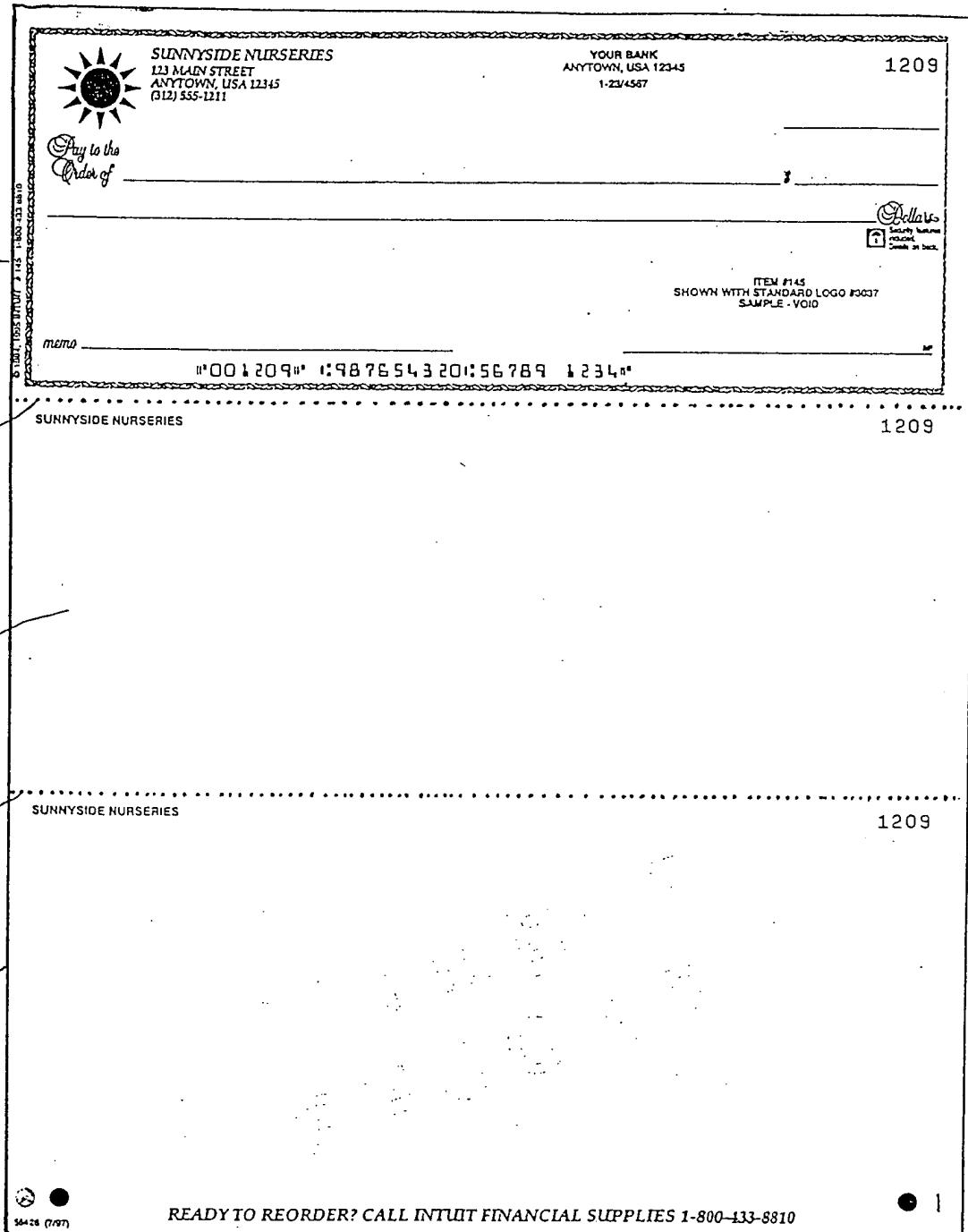


Fig. 3A

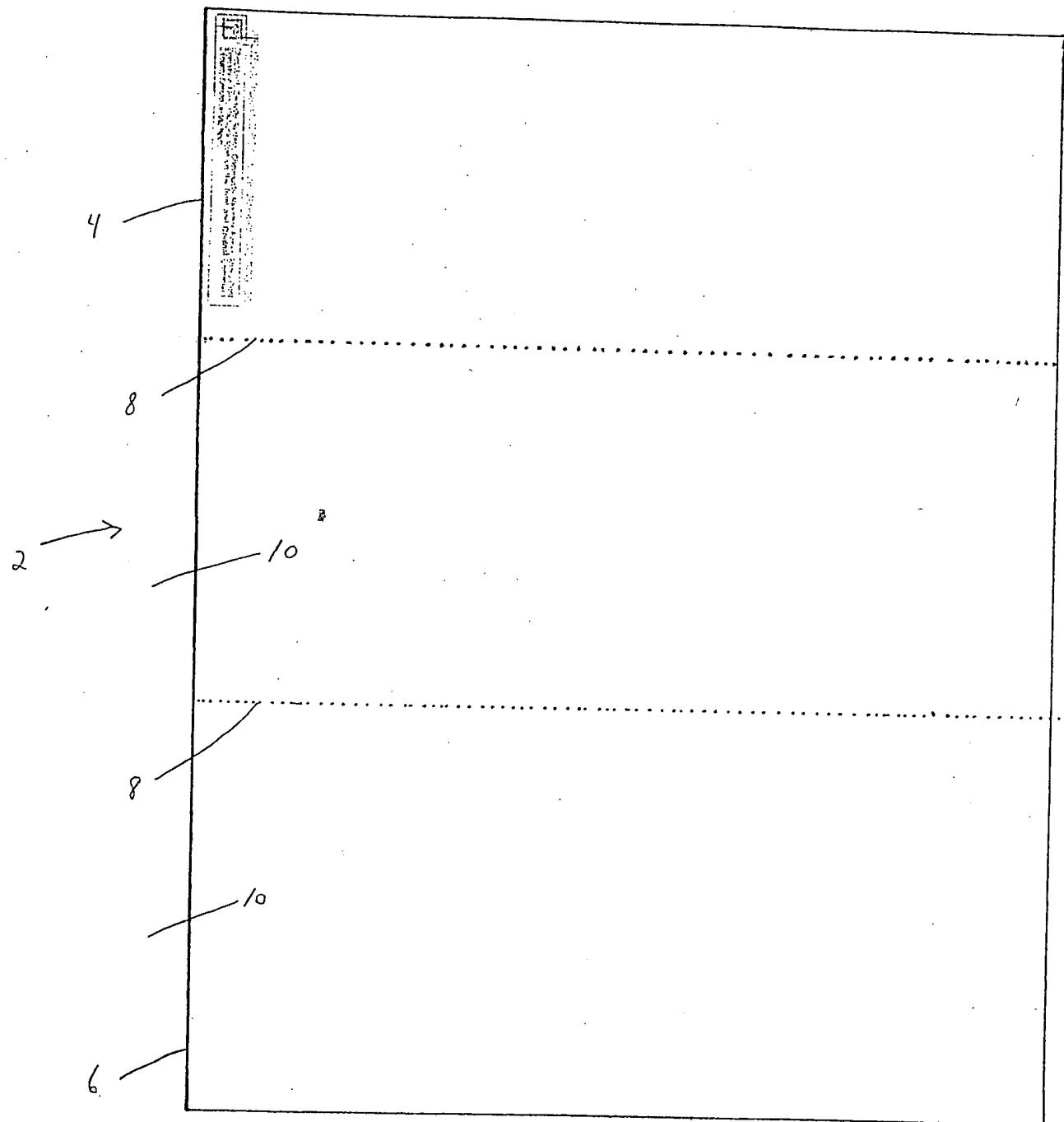


Fig. 3B

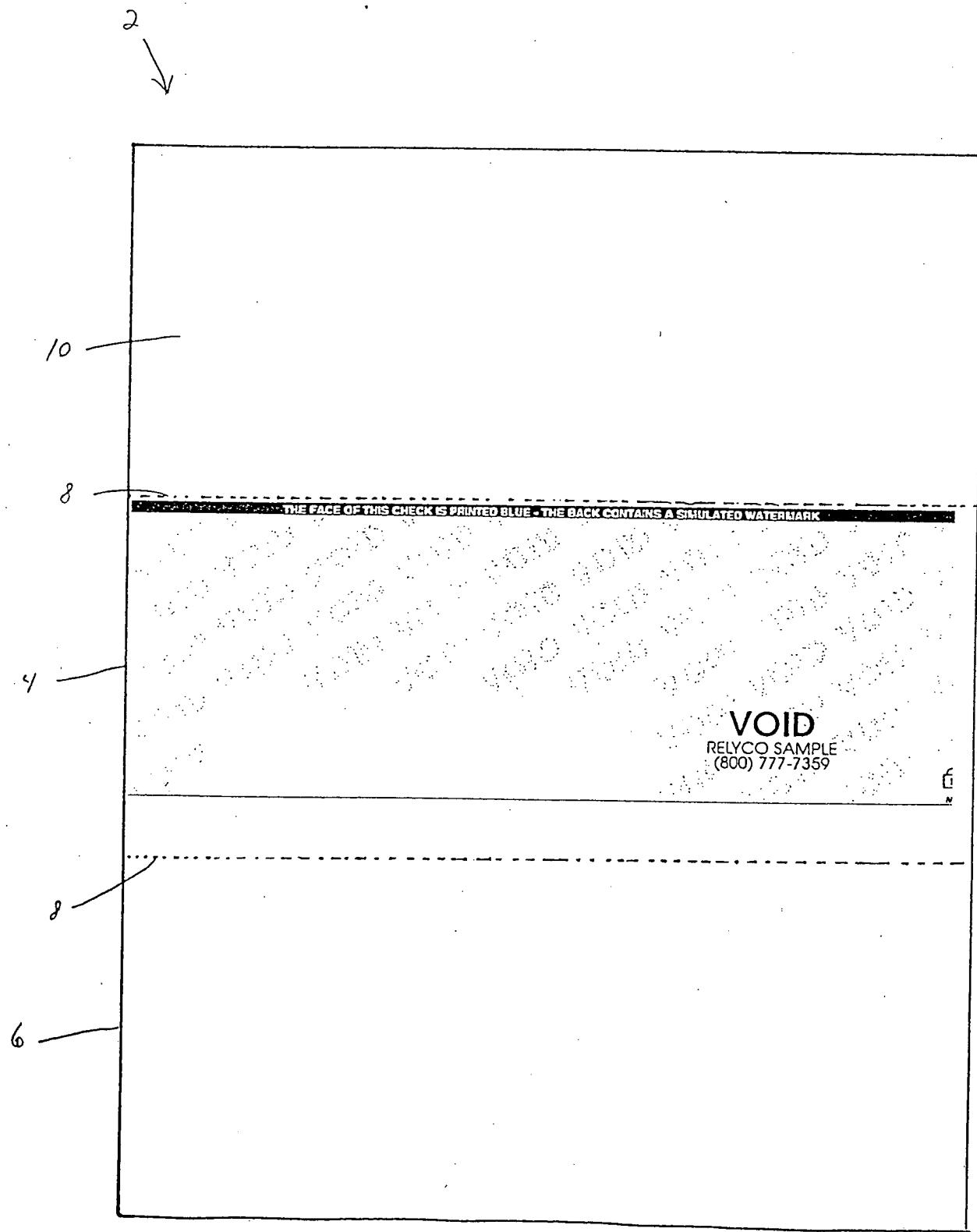


Fig. 4A

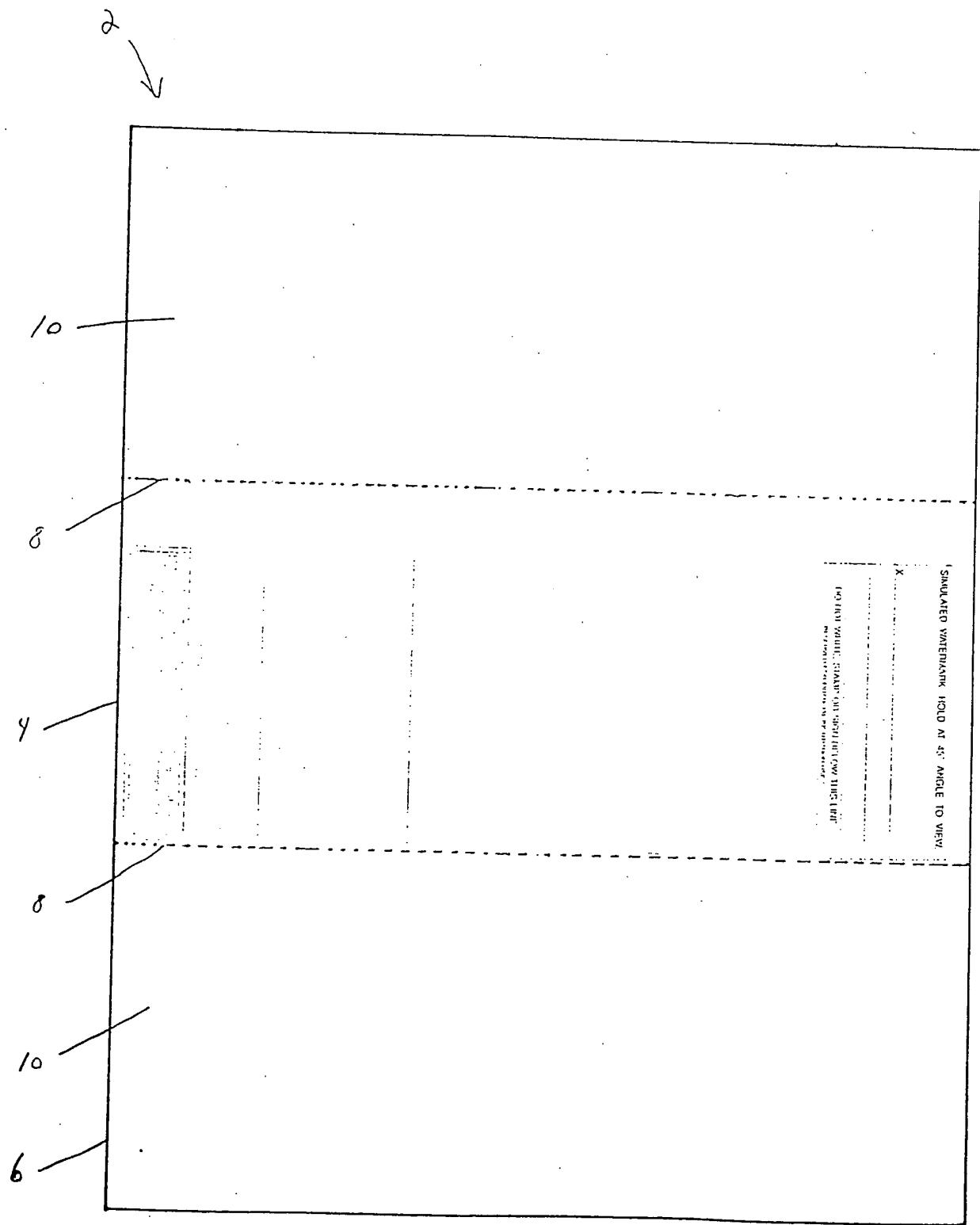


Fig. 48

Fig. SA

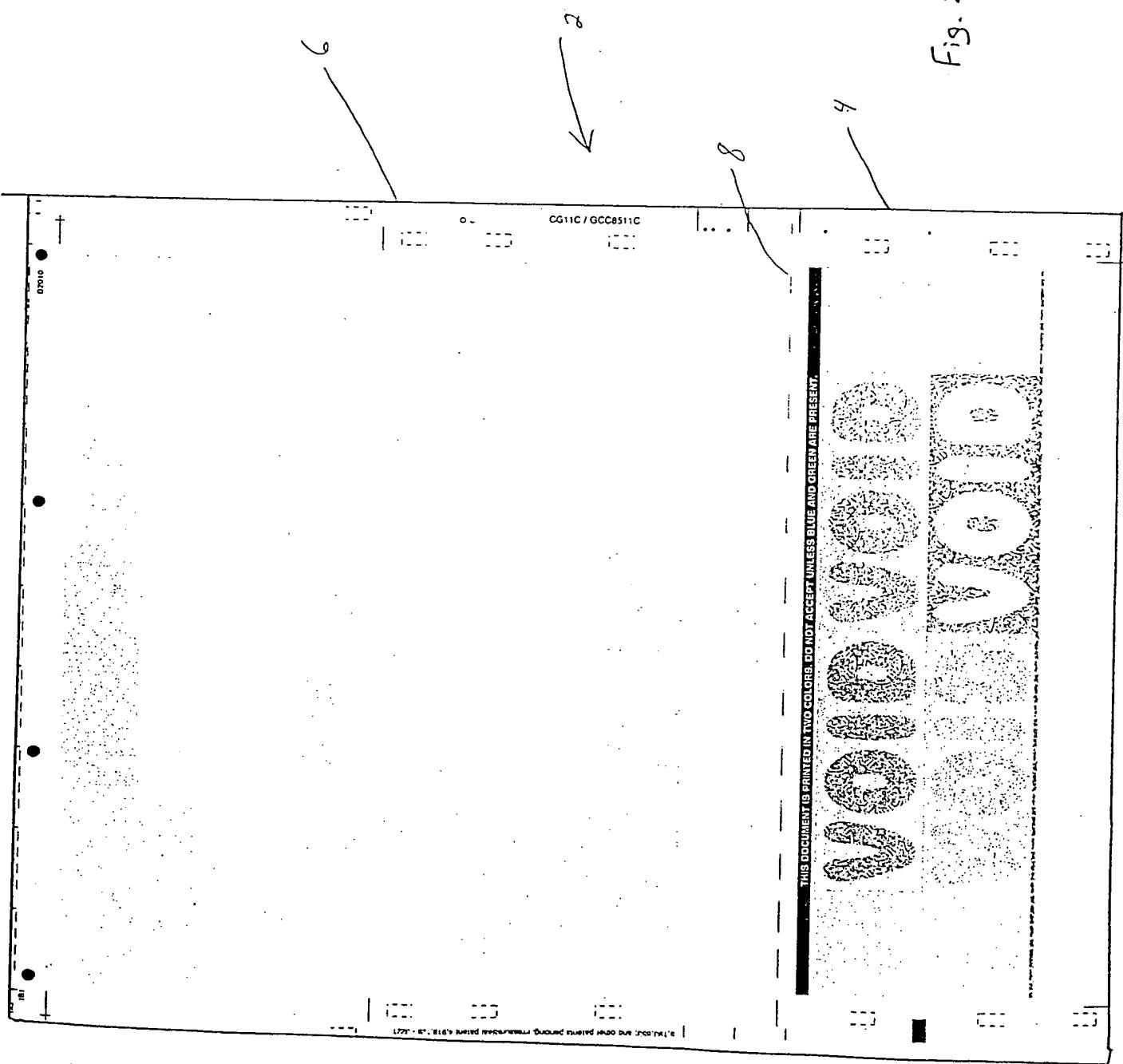
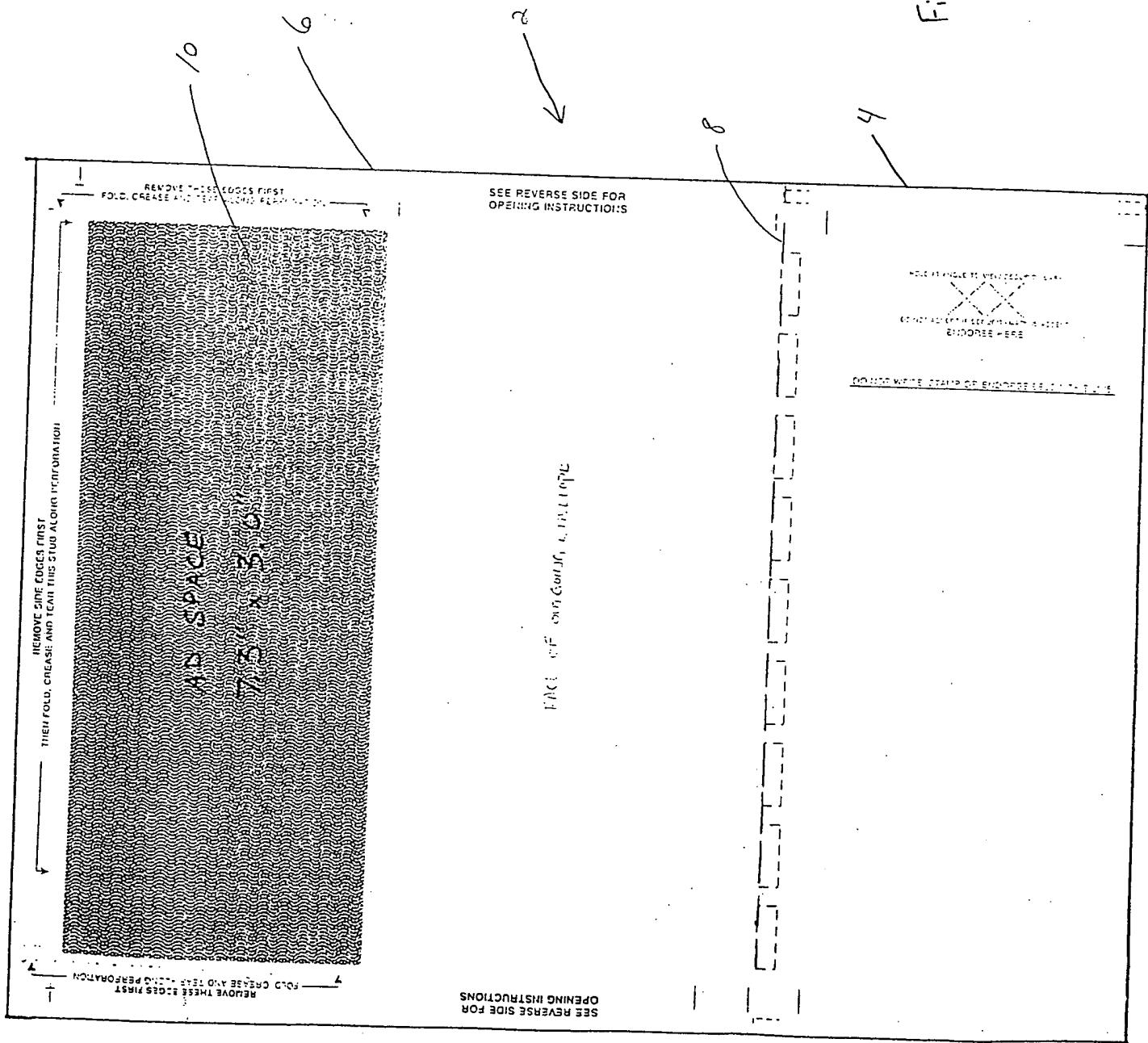


Fig. 5B.



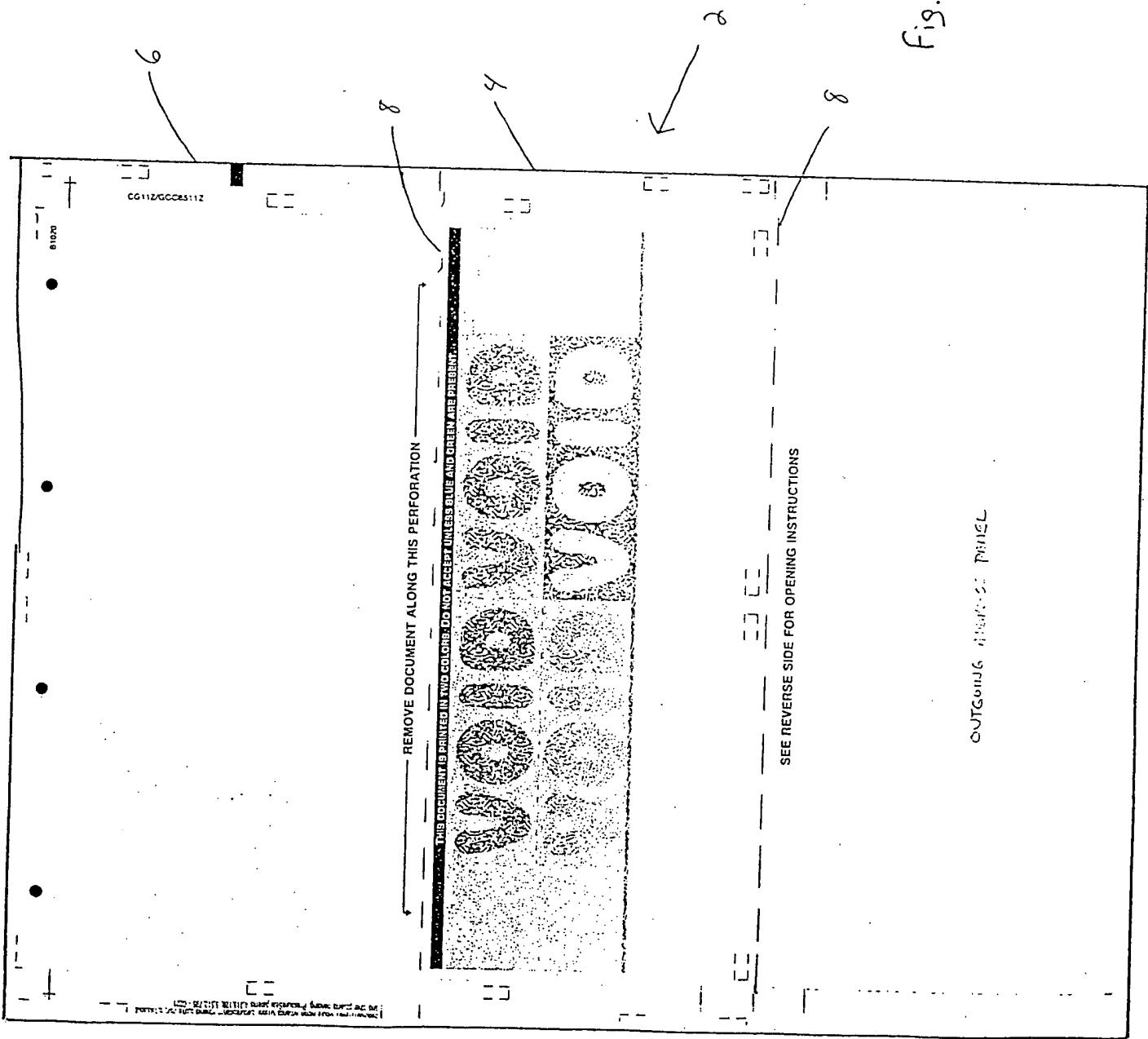


Fig. 6A

OUTGOING MAIL PRINT

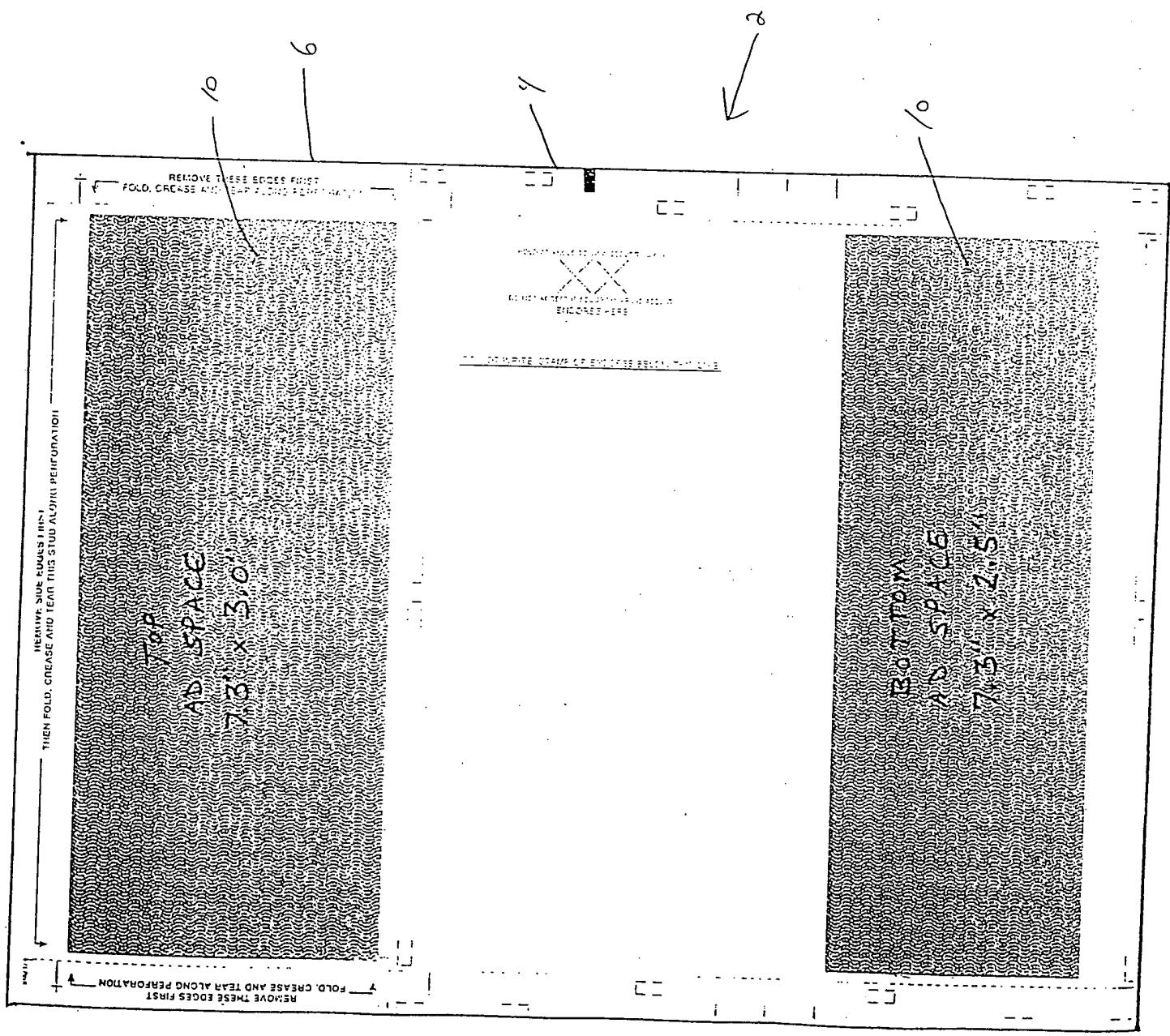


Fig. 6B

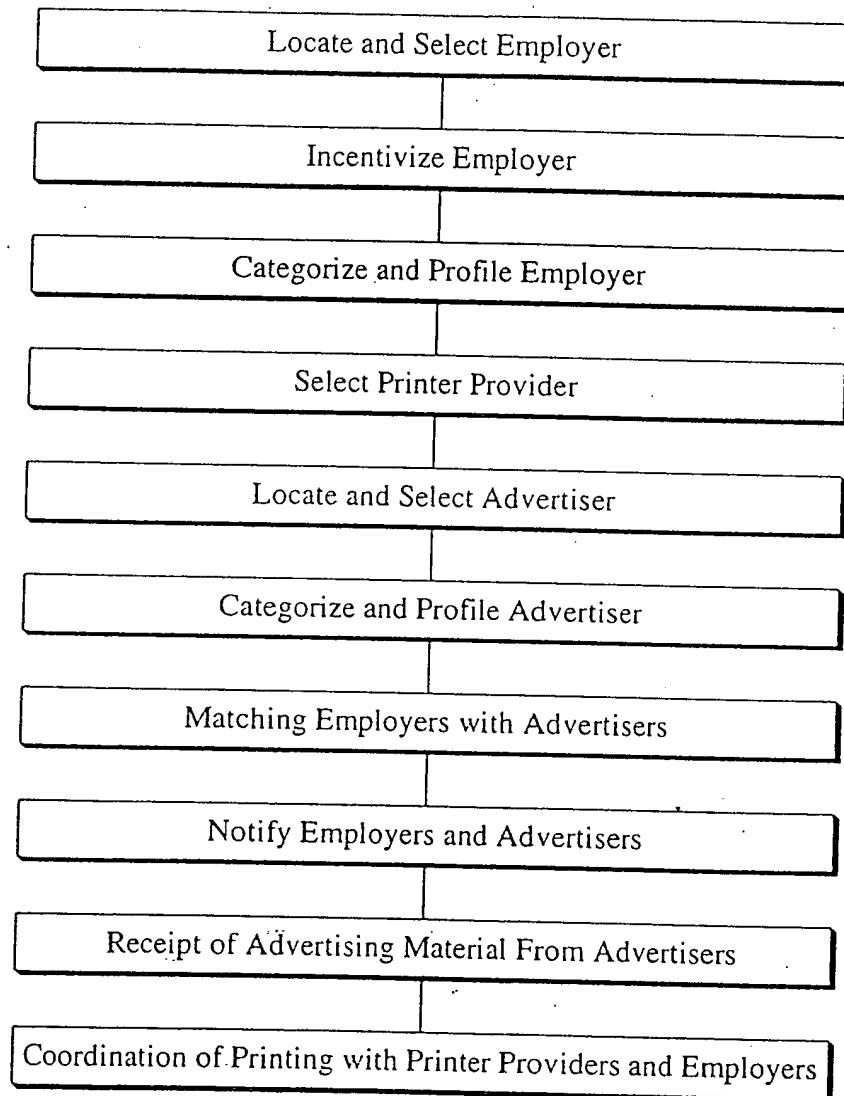


Fig. 7

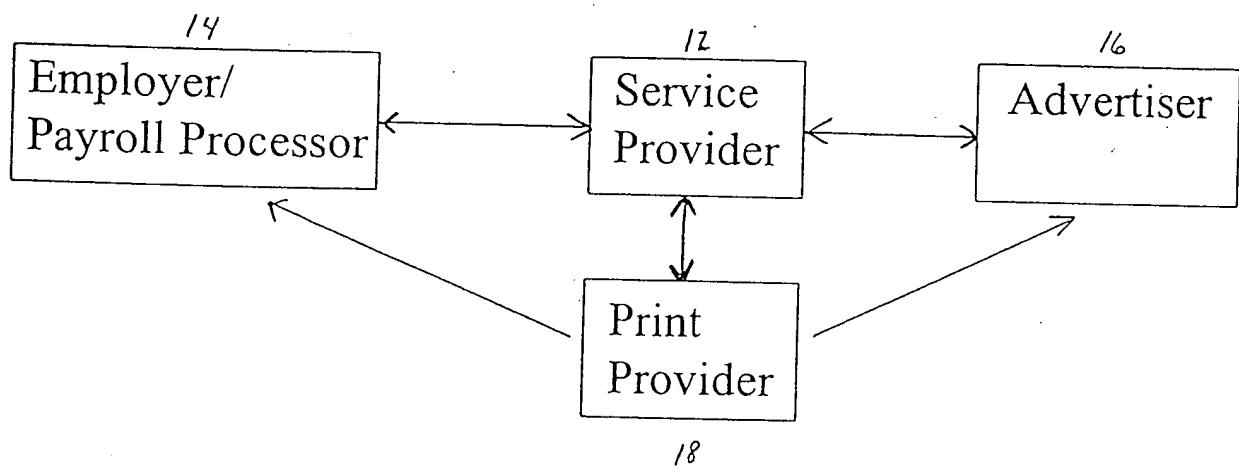


Fig. 8

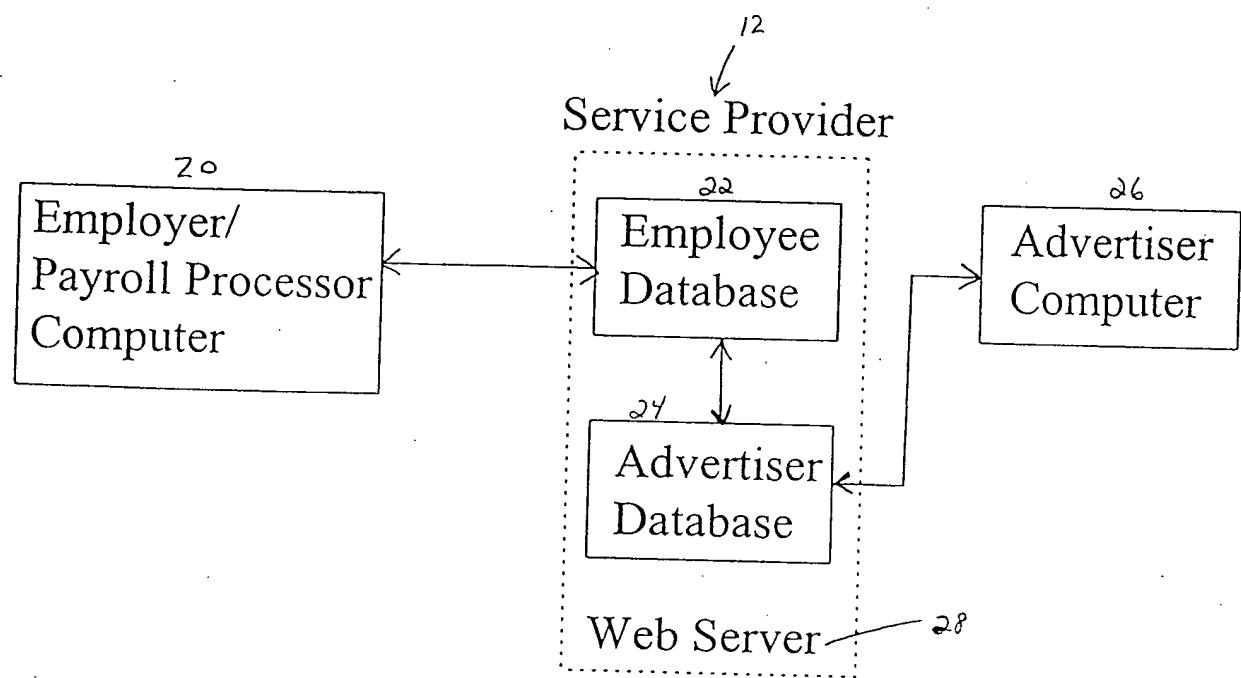


Fig. 9

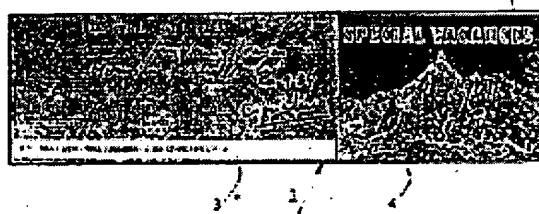
Advertising message medium, and method for making use of the said support

Patent number: FR2612325
Publication date: 1988-09-16
Inventor:
Applicant: GUYOT GILBERT (FR); LAMBERT SYLVIANE (FR)
Classification:
- **international:** G09F23/10
- **european:** G09F23/10
Application number: FR19870003608 19870313
Priority number(s): FR19870003608 19870313

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Abstract of FR2612325

The invention relates to a novel advertising message medium. This support 1 consists of the combination of a cheque 3 and of a free space 4 intended to receive an advertising message 2. The invention applies to a novel technique for distributing an advertising message making it possible especially to establish a correlation between the owner of the cheque and the message so as better to target the advertising impact.



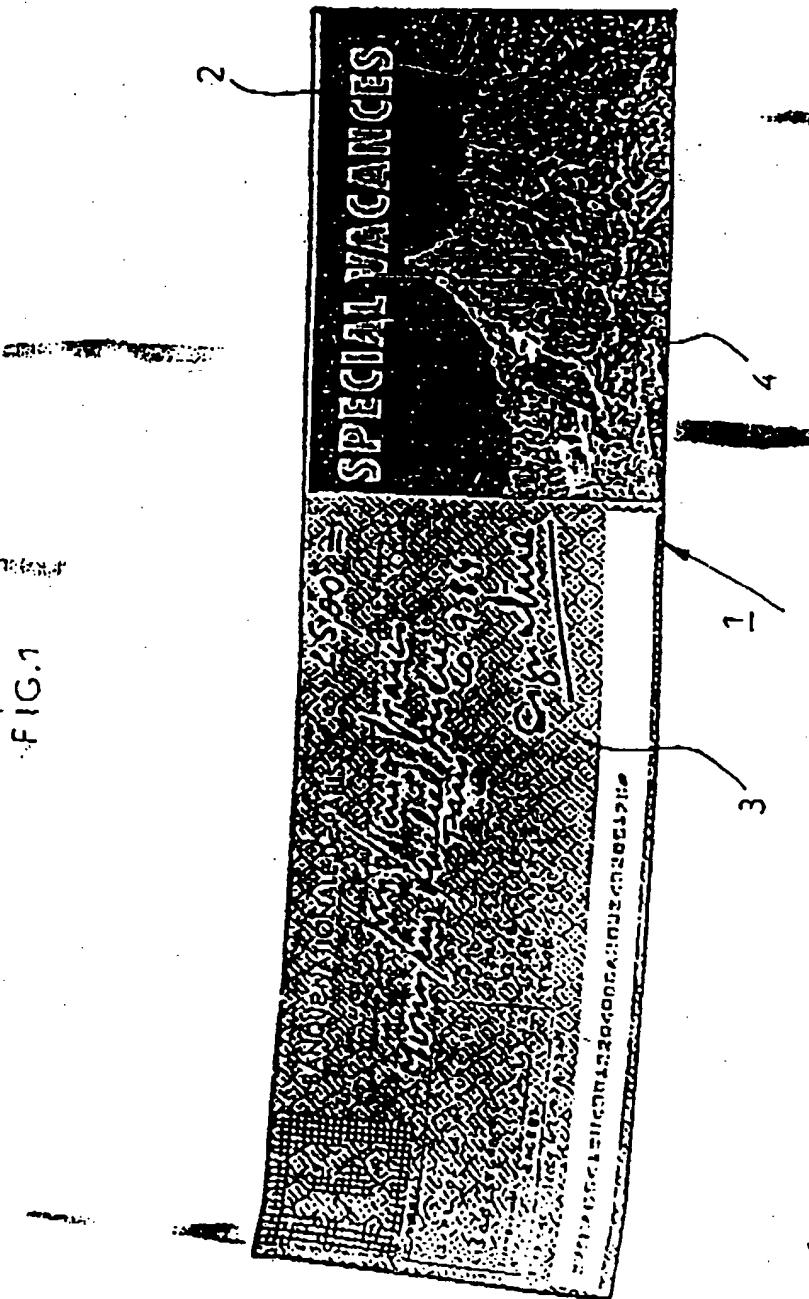
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2612325

1/3



Abstract (Basic): FR 2612325 A

The combined cheque and advertising material consists of a normal bank cheque (3) which is extended by an additional panel (4) which is printed with publicity material (2) either on behalf of the bank, the account holder, or a third party, e.g. a firm can have its cheques printed with a panel advertising its products. The advertising panel can be made so that it can be detached from the cheque, e.g. by perforations. In a variant, the panel carrying the advertising matter can be printed on the back of the cheque, leaving a free space for endorsements.

ADVANTAGE - New publicity vehicle.

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